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NEBRASKA BEEF TO TAKE CENTER STAGE IN NEW YORK CITY NEXT WEEK

Lincoln - Nebraska beef will take center stage at several venues in New York City next week as Gov. Pete Ricketts leads a delegation of Nebraskans on the first domestic agriculture trade promotion event of his administration.

Gov. Ricketts will be joined April 9-10 by Nebraska Department of Agriculture Director Greg Ibach and a delegation of over 30 farmers and ranchers, food scientists, and processor representatives to promote Beef from Nebraska at three restaurants and a butcher shop.

"Nebraska is home to open spaces and dedicated individuals who join together to create the quality beef products we will be highlighting," Ibach said. "The delegation taking part in this promotion represents the entire spectrum of the beef production chain. This will allow event-goers the opportunity to have frank conversations about Nebraska beef directly with the people who are producing it."

Ibach is encouraging Nebraskans with family and friend connections in New York City to help promote two of the public activities on April 10. The Governor, Director Ibach and the delegation will be greeting the public at Burger & Lobster (39 W. 19th St.) from 11 a.m. to 2 p.m. Burger & Lobster is new to the United States, but has long been serving Nebraska beef at locations in London. It boasts its burgers are made from three cuts of Nebraska beef.

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The group also will be greeting patrons later that same day at Bull and Bear Prime Steakhouse (540 Lexington Ave.). A special reception featuring Nebraska beef dishes will be held from 5-7 p.m. Bull and Bear Prime Steakhouse is a Wall Street favorite noted for its cuts of beef and its claim that Nebraska's Buffalo Bill frequented there.

"These two events are great opportunities for Nebraskans living in New York City to get a taste of home and/or to share with their New York connections just how good beef from Nebraska really is," Ibach said. "We hope folks will bring their friends and stop in for great conversation and great Nebraska beef."

The delegation will hold functions at two other venues. On April 9 beef from Nebraska will be featured at an invitation only event at the Empire Steak House, which is known for its beef dry-aging process and its signature USDA dry-aged porterhouse.

The other venue is Ottomanelli and Sons Meat Market (285 Bleecker St.), a family-owned and operated business that carves out a corner of its shop specifically to promote beef from Nebraska. There will be a public meet and greet for customers from 9-10 a.m. Friday.

"Our theme for the promotion is 'New York and Beef from Nebraska: Better Together,' and we really believe that," Ibach said. "In fact, we are reaching out to those with a specific interest in food, such as food writers, nutritionists, and culinary experts, to join us because we would enjoy hosting them and being able to specifically address what Nebraska's beef sector does to create such a good product."

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MEDIA: Attached is an invitation to the public events for you to use as you see fit. Photographs from the events will be posted on the Nebraska Department of Agriculture Facebook page. Media may also obtain photos by requesting them via email to christin.kamm@nebraska.gov.